EUWID

MEDIA RATES 2022

MAKING MARKETS TRANSPARENT.

INFORMATION FOR DECISION MAKERS

EUWID Europäischer Wirtschaftsdienst GmbH has been synonymous with respected business expertise since 1926. As a specialist publisher, we cover various industries and topics with our printed and online publications:

- Recycling and waste management
- Pulp and paper
- Wood and furniture
- Packaging
- Water and waste water

EUWID is close to markets, issues, companies and trends, offering readers and users a distinct advantage by providing them with the latest market data researched by our in-house experts coupled with an attractive advertising environment.

EUWID Europäischer Wirtschaftsdienst GmbH
Bleichstr. 20-22, 76593 Gernsbach, Germany | Phone: +49 7224 9397-0 | Fax: +49 7224 9397-900 | E-mail: info@euwid.de

CONTENTS

04 RECYCLING UND ENTSORGUNG

13 RECYCLING AND WASTE MANAGEMENT

19 VERPACKUNG

26 PACKAGING MARKETS

32 WASSER UND ABWASSER

39 PAPIER UND ZELLSTOFF

46 PULP AND PAPER

53 HOLZ UND MÖBEL

60 WOOD PRODUCTS AND PANELS

67 CROSS-MEDIA ADVERTISING

RECYCLING UND ENTSORGUNG

32nd year's issue 2022

100 % target groups – no waste circulation

EUWID Recycling und Entsorgung is the leading trade publication for the waste management and recycled raw materials sector. Our readers are decision-makers working for industry players. Managers from a wide variety of sectors of the economy that generate waste and consulting firms and service providers specialising in waste issues also turn to **EUWID Recycling und Entsorgun**g as they make everyday decisions.

All of our readers appreciate our printed edition and are increasingly opting for our digital information services, as well.

PRINT

Average print circulation: 3,600 copies
Higher circulation for trade fairs and key topics
20,000 readers per issue on average

Geographical distribution: Germany 90%
other European countries 10%

Published weekly on Tuesdays, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-recycling.de

Online-Access/E-paper: 630

Page impressions per month: 137,710

Newsletter subscribers: 2,405

Social media contacts: 10,402
3,426 2,729 2,256 1,991

TOPICS

Owners, managing directors and executives from small and medium-sized companies and big players regularly read **EUWID Recycling und Entsorgung**. After all, it's the place that they can count on for the industry information they use to help them make decisions day in, day out.

Key topics:

- The latest market and pricing trends for a large number of recycled raw materials and waste management services.
- Reports and news on the latest developments at key players in the waste management business.
- The policy and legislative framework for the waste management sector at German and European level.
- Long-term trends in the circular economy.

Recovered paper
Ferrous scrap
Sewage sludge
Waste plastics
Waste-to-energy
Waste legislation
WEEE
Scrap metal
Commercial collections
Spent batteries
Waste wood
Commercial waste
ELVs
Landfill
Packaging compliance schemes
Circular Economy Act
Mergers and acquisitions
Contaminated sites
Hazardous waste
Used tyres
Waste oil
Renationalisation
Construction waste

As the sole information serving this industry, **EUWID Recycling und Entsorgung** offers a comprehensive overview of prices and trends for recycled raw materials and waste management services. This information helps executives to enter price negotiations and make business decisions with confidence and certainty. **Placing your advertisement in our Markets section is sure to attract especially high attention.**

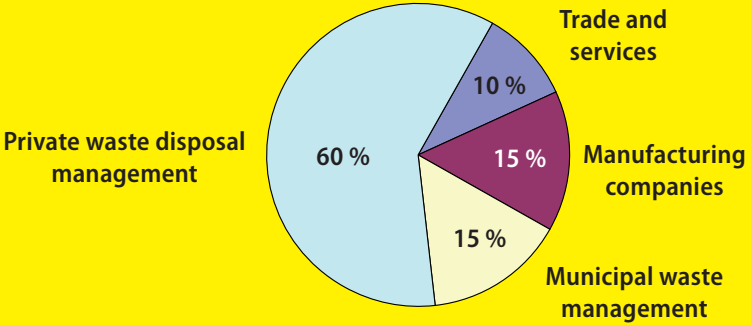
Key markets and their frequency at a glance

	Paper	Plastic	Metal/Scrap	Textiles	Wood	Waste incineration
Weekly			Non-ferrous metal Aluminium scrap			
Monthly	Recovered paper	Waste plastics Commodity plastics Post-consumer single-use PET bottles	Ferrous scrap Material value Fridge recycling			
Every six weeks					Sawmilling residues	
Bi-monthly		PET		Waste textiles		
Quarterly			Waste electrical and electronic equipment		Waste wood Wood as a renewable resource	
Half-yearly						Municipal solid waste
Yearly						Sewage sludge

TARGET GROUP / READERSHIP

INDUSTRY AFFLIATION	Share
Private waste disposal management	**60 %**
Waste disposal and recycling	78 %
Consulting firms, engineering firms	8 %
Transport and logistics companies	7 %
Hazardous-waste disposal companies	5 %
Organisations and associations	2 %
Municipal waste management	**15 %**
Waste management companies and recyclers	54 %
City, district and municipal administrations	46 %
Trade and services	**10 %**
Trade	50 %
Legal counselling and management consultancy firms	45 %
Banks, insurance companies	5 %
Manufacturing companies	**15 %**
Plant engineering and construction	20 %
Industry incl. secondary raw material buyers	80 %
Food, spirits and tobacco industry	
Timber industry	
Paper manufacturing	
Printing and publishing	
Chemical industry	
Plastics industry	
Vehicle construction industry and component suppliers	
Construction industry	
Power generation	

Distribution by sector



Geographical distribution

Germany	90 %	Other European countries	10 %

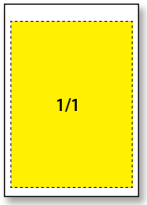
Nielsen Areas

Nielsen I (Schleswig-Holstein, Hamburg, Bremen, Lower Saxony)	16 %
Nielsen II (North Rhine-Westphalia)	24 %
Nielsen IIIa (Hessen, Rhineland Palatinate, Saarland)	15 %
Nielsen IIIb (Baden-Württemberg)	13 %
Nielsen IV (Bayern)	15 %
Nielsen V + VI (Berlin, Mecklenburg-Vorpommern, Brandenburg, Saxony-Anhalt)	11 %
Nielsen VII (Thuringia, Saxony)	6 %

PRINT | Formats and prices

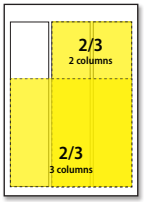
Size	Width x Height (mm)	Price (€)			
		b/w	2 colours	3 colours	4 colours
1/1 page	187 x 256	2,380.-	2,680.-	2,980.-	3,280.-
2/3 page	187 x 168 123 x 256	1,600.-	1,900.-	2,200.-	2,500.-
1/2 page	187 x 126 123 x 193	1,190.-	1,390.-	1,590.-	1,790.-
1/3 page	187 x 84 123 x 127 59 x 256	800.-	950.-	1,100.-	1,250.-
1/4 page	187 x 62 123 x 95 59 x 195	595.-	745.-	895.-	1,045.-
1/6 page	187 x 40 123 x 62 59 x 128	400.-	520.-	640.-	760.-
1/8 page	187 x 30 123 x 50 59 x 100	300.-	395.-	490.-	585.-
1/12 page*	59 x 65	200.-	295.-	390.-	485.-
1/16 page*	59 x 50	150.-	245.-	340.-	435.-

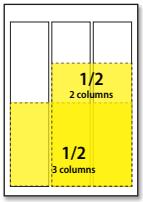
* Minimum purchase 3 advertisements.

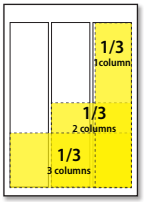


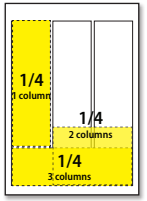
Magazine format:
W 208 mm x H 297 mm

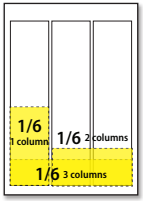
Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

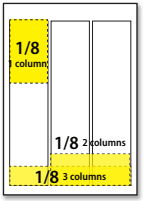


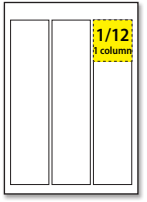


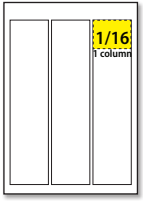












PRINT | Technical details

		Basic prices
Text section	1 column = 59 mm	€ 3.40
	2 columns = 123 mm	€ 6.80
	3 columns = 187 mm	€ 10.20
Advertising section	1 column = 45 mm	€ 2.60
	2 columns = 92 mm	€ 5.20
	3 columns = 140 mm	€ 7.80
	4 columns = 187 mm	€ 10.40

Minimum size for classified ads: 50 mm

Colour surcharges (in € for each additional colour according to the euroscale)

Format	1/1	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/16
Price (€)	300.-	300.-	200.-	150.-	150.-	120.-	95.-	95.-	95.-

Discounts on basic prices (when placed within 12 months)

Frequency discounts		Quantity discounts	
3 advertisements	5 %	2 pages	5 %
6 advertisements	10 %	3 pages	10 %
12 advertisements	15 %	6 pages	15 %
25 advertisements	20 %	12 pages	20 %
50 advertisements and more	25 %	24 pages	25 %

No discounts can be granted on colour surcharges, placement surcharges, bleed, occasional advertisements and inserts.

Inserts

Maximum format A4, up to 25g € 380 per thousand / up to a maximum of 50g € 480 per thousand; International shipping: plus postage € 60.

Data delivery

Colour profile Euroscale uncoated (CMYK); Offset, 150 lpi; Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Placement

Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed

10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

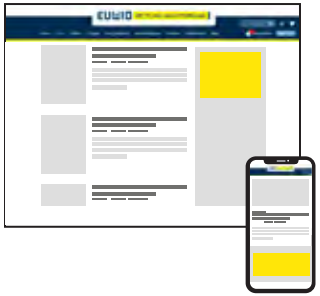
Box number fees

€ 8 for each insertion, € 5 per insertion from the third time onwards.

Bound inserts

A3 format, 4-pages € 3,500.- Delivered uncut and unfolded, final trimmed size approximately 414 x 297mm.

DIGITAL | Formats and prices



Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Placement: news, article page, events recycling stock exchange

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Placement: news, article page

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Placement: news, article page

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 295

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

*Rotation placement.

Other options available on request. Minimum period of 4 weeks (valid for all banner formats and newsletter text ad, distributed over 2 blocks, if required).

DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: cordula.roeger@t-online.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts/Advertisements
Verlagsbüro Cordula Röger

Cordula Röger
Angerstr. 25a
92345 Dietfurt-Töging
Germany

Phone: +49 8464 605194
Fax: +49 3222 680 2005
E-mail: cordula.roeger@t-online.de

Ali Röger
(Job market, classified ads)
Angerstr. 25a
92345 Dietfurt-Töging
Germany

Phone: +49 8464 605194
Fax: +49 3222 680 2005
E-mail: a-roeger@t-online.de, cordula.roeger@t-online.de

EUWID Recycling und Entsorgung – Job market
The perfect place for your job openings

EUWID Recycling und Entsorgung effectively draws attention to your company and targets qualified candidates.

PRINT

Print circulation: 3,600 copies
An average of five readers per copy
Reach up to 20,000 highly qualified professionals and managers from the industry.

Advertisements	Situations vacant*	Situations wanted*
1 column = 45 mm	€ 2.50	€ 1.90
2 columns = 92 mm	€ 5.00	€ 3.80
3 columns = 140 mm	€ 7.50	€ 5.70
4 columns = 187 mm	€ 10.00	€ 7.60

DIGITAL

An average of 137,710 page impressions per month at www.euwid-recycling.de

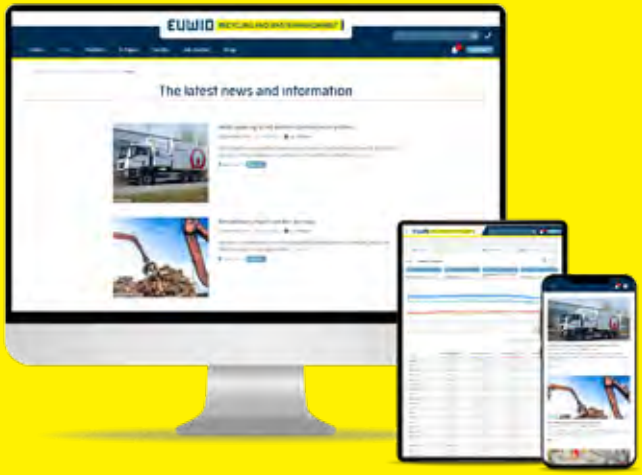
Print and digital package individually tailored to your needs:

The surcharge for an additional placement at www.euwid-recycling.de/Stellenmarkt:
For ¼ page (92 x 128 mm) advertisements: 25 %
For larger formats: 20 % on the basic price of the print ad.

In combination with the weekly newsletter: additionally more than 2,400 recipients.

*) **Minimum requirement for contents of job advertisements**
A job advertisement (professionally laid-out) published in **EUWID Recycling und Entsorgung** must contain at least the following elements:
Job description with job/task description, requirements/qualifications, the offer (special features offered by your company) as well as name and contact data of the company (address and/or telephone number, website/e-mail); the provision of a further link or contact data alone is not sufficient in this respect.
Minimum size: Situations vacant: 220 mm Situations wanted: 110 mm
Flat rate for advertisement design in the amount of € 200 will not be charged when placing the order.

RECYCLING AND WASTE MANAGEMENT



The online news portal – high-quality content, fast and up-to-date

Our English-language online news service **EUWID Recycling and Waste Management** reports on the latest developments in the international recycling and waste management sector with a focus on Europe. Our readers are decision-makers in the European waste industry. They use our information to get a daily overview of the market and prices for key recycled raw materials in Europe.

DIGITAL

www.euwid-recycling.com

Our section: Business
Markets
Policy

Page impressions per month: 12,556

Social media contacts: 353

TOPICS

Managing directors and executives in the European recycling and waste management sector stay up to date every day by reading our online reports. Whether they are in the office or on the go, they can always keep an eye on crucial developments.

Key topics:

- The latest market and pricing trends for a large number of recycled raw materials and waste management services.
- Reports and news on the latest developments at key players in the waste management business.
- The policy and legislative framework for the waste management sector at European level.
- Long-term trends in the circular economy.

FE Scrap
Waste glass
Policy and enforcement
WEEE
Recovered paper
Energy from waste
Financials
NF scrap
Spent batteries
Waste oil
ELV
Capacity changes
C&D waste
Landfill
Packaging waste
Sewage sludge
Circular economy
Waste plastics
Biowaste
Municipal waste
C&I waste
ELT
Hazardous waste
Waste textiles

EUWID Recycling and Waste Management researches market prices for different recycled commodities and for waste management services at regular intervals. The results are published in the form of price tables, charts and time series.

Key markets and their frequency at a glance

	Paper	Plastic (D)	Metal/Scrap (D)	Wood (D)	Incineration (D)
Weekly			Non-ferrous metal		
Monthly	Recovered paper (D, F, GB, I)	Waste plastics Post-consumer single-use PET bottles Commodity plastics	Ferrous scrap European ferrous scrap price indices		
Bi-monthly		Virgin PET			
Quarterly	Recovered paper (P)		Waste electrical and electronic equipment	Waste wood	
Half-yearly					Municipal solid waste

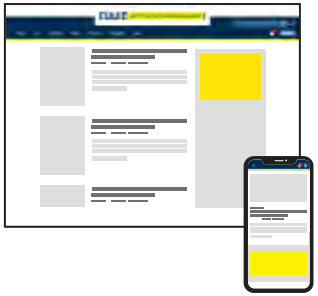
TARGET GROUP / READERSHIP

EUWID Recycling and Waste Management is read by key corporate decision-makers in a printed version and online. These readers serve as CEOs, managing directors, department and division heads in the following sectors of industry:

Manufacturing industries	**53 %**
Energy	3 %
Chemicals, petroleum processing	4 %
Plastics processing	17 %
Wood, paper and packaging industry	14 %
Food processing	5 %
Mechanical engineering and automotive	5 %
Electronics industry, electrical engineering industry, precision mechanics and optical industry	3 %
Building, construction and civil engineering	2 %

Service industry and commerce	**47 %**
Trade in scrap materials and recyclables	15 %
Recycling & waste management companies, suppliers of remediation services	20 %
Carriers and logistics providers	4 %
Consulting companies and engineers	3 %
Universities and research institutes	1 %
Regional and local authorities, landfill operators, associations	4 %

DIGITAL | Formats and prices



Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Placement: news, article page

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Placement: news, article page

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Placement: news, article page

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

*Rotation placement.

Other options available on request. Minimum period of 4 weeks (valid for all banner formats and newsletter text ad, distributed over 2 blocks, if required).

DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: cordula.roeger@t-online.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts/Advertisements
Verlagsbüro Cordula Röger

Cordula Röger
Angerstr. 25a
92345 Dietfurt-Töging
Germany

Phone: +49 8464 605194
Fax: +49 3222 680 2005
E-mail: cordula.roeger@t-online.de

Ali Röger
Angerstr. 25a
92345 Dietfurt-Töging
Germany

Phone: +49 8464 605194
Fax: +49 3222 680 2005
E-mail: a-roeger@t-online.de, cordula.roeger@t-online.de

Cross-media - Print and digital

Combine your placements in both **EUWID Recycling und Entsorgung** and **EUWID Recycling and Waste Management** and enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100 % target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 8464 605 194

VERPACKUNG

96th year's issue 2022

Casting the spotlight on the diverse world of packaging

Our information service reflects the diversity inherent in the packaging sector. **EUWID Verpackung** reporting focuses on market and price updates on all key packing and packaging materials. Placing an advertisement in this setting is sure to grab attention.

Managing directors and executives pay close attention to our reporting because it helps them make decisions and negotiate prices.

All of them value having a printed copy in their hands and are increasingly making use of our variety of online services, too.

PRINT

Average print circulation: 1,060 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 76 %
other European countries 24 %

Published weekly on Fridays, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-verpackung.de

Page impressions per month: 31,012

Newsletter subscribers: 1,134

Social media contacts: 4,545

1,909 698 1,938

TOPICS

Successful decision-makers from retailers, brand product companies, packaging buyers and producers count on **EUWID Verpackung**. Week after week, EUWID Verpackung gets to the heart of the most important information influencing the packaging market.

Key topics:

- The latest market prices researched by the EUWID editorial team and market reports for key packing and packaging materials.
- Market reports focusing on Germany, France, the UK, Italy and Poland.
- Company news from Germany and abroad and all other developments influencing the market.
- Relevant recycling and waste management issues for the
- packaging industry.
- German and European packaging legislation.
- Logistics news and reporting.

PET
Corrugated board
Packaging paper
Circular economy
E-commerce
Board
Auxiliary materials
Film
Beverage packaging
Recovered paper
Deposit
Bio-plastics
Coreboard
Metal packaging
Folding boxes
Polyamide
Packaging legislation
Pallets
Single-use and reusable packaging
Recycling
Plastic packaging

EUWID Verpackung casts a spotlight on markets for packaging materials and packaging in Germany, France, the UK, Italy, Spain and Poland and publishes market reports and price tables at regular intervals.

Frequency of market reports and price tables

	Paper/Board	Plastic	Metal	Glass	Wood
Monthly	Packaging paper Board Recovered paper	Commodity plastics Waste plastics Post consumer single-use PET bottles			
Bi-monthly		PET			Pallets
Quarterly	Coreboard Sack kraft paper Envelope paper Label paper Kraft packaging paper	Plastic packaging Polyamide	Aluminium packaging Tinplate packaging Aerosol cans Beverage cans Tinplate packaging	Glass packaging	

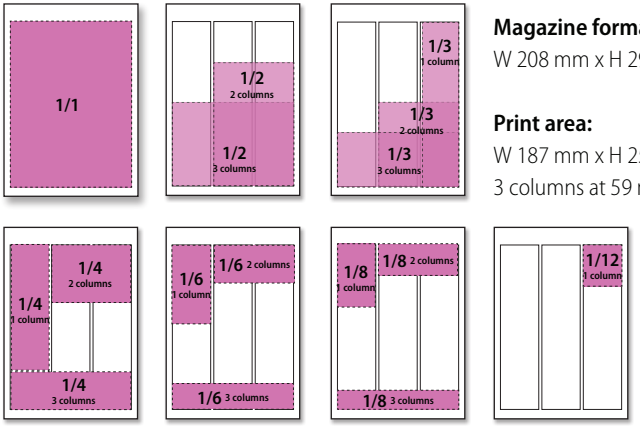
TARGET GROUP / READERSHIP

EUWID Verpackung is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and department and division heads in the following sectors of industry:

- **Manufacturers and merchants of packaging and packaging materials** made out of in the board, paper, metal, plastic, glass and wood
- **Packaging industry:** food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
- **Suppliers:** core and label manufacturers, logistics firms, contract packagers, HR and management consultancies, software firms, insurance companies, associations

PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,490.-	860.-	540.-	430.-	270.-	215.-	135.-
4 colours (€)	2,390.-	1,460.-	990.-	880.-	630.-	500.-	420.-



Magazine format:
W 208 mm x H 297 mm

Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

Technical details

Data delivery
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Inserts
Maximum format A4, up to a maximum of 25 g € 380 per thousand. International shipping: plus postage € 40.

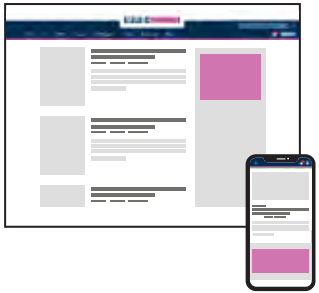
Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-verpackung.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.

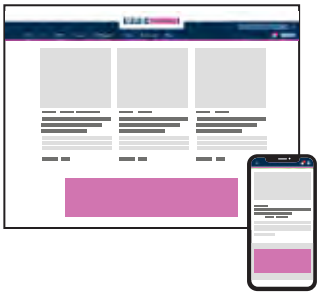
DIGITAL | Formats and prices



Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

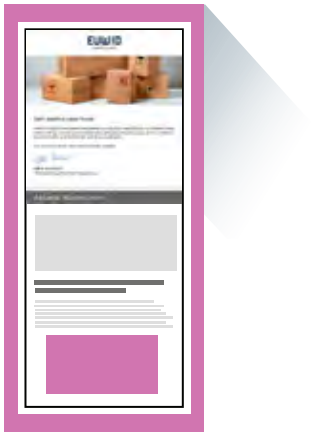
Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request



Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

*Rotation placement.

Other options available on request.

DIGITAL | Technical details

File formats

File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad

On request.

Sending files by e-mail

E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de

EUWID Verpackung – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

PRINT

Print circulation: 1,060 copies

EUWID Verpackung is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

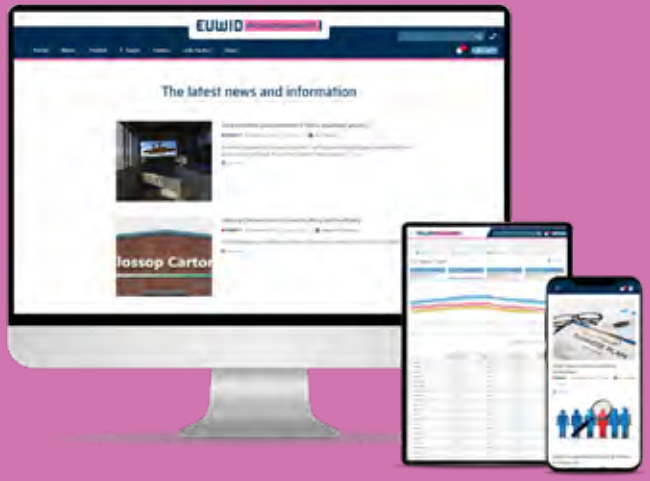
An average of 31,012 page impressions per month at www.euwid-verpackung.de
Price for placing a job advertisement, **online only**: € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-verpackung.de/stellenmarkt: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 1,130 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.

PACKAGING MARKETS



The online news portal – high-quality content, fast and up-to-date

Our English-language online news service **EUWID Packaging Markets** provides an overview of the European packaging sector. It casts the spotlight on the state of the market and prices for key packing and packaging materials. Our readers are decision-makers in the European packaging industry. They use our information as the basis for making corporate decisions day in, day out.

DIGITAL

www.euwid-packaging.com

Our sections: News
Markets
Regulations

Page impressions per month: 5,633

Visits per month: 1,727

TOPICS

Executives from the European packaging industry stay up to date on the latest market trends every day with our online information. Whether they are in the office or on the go, they always have an eye on crucial developments.

Key topics:

- The latest market and price trends for key packing and packaging materials.
- Reporting focused on Germany, the UK, France and Poland.
- Reports and news on key players in the European packaging sector.
- Market data, analysis and recent trends in the packaging sector.

EUWID Packaging Markets researches market prices for packaging and packaging materials at regular intervals. Its focus is on Germany, Europe's largest packaging market, but also researches the French, British and Polish markets.

Frequency of market reports and price tables

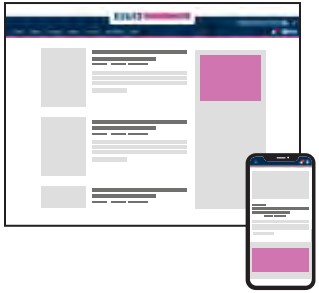
	Paper/Board	Plastics	Wood
Monthly	Recovered paper Packaging paper Board	Commodity plastics Post-consumer single-use PET bottles Waste plastics	
Bi-monthly		PET	Pallets
Quarterly	Coreboard Sack kraft paper Envelope paper Label paper	Polyamide	

TARGET GROUP / READERSHIP

EUWID Packaging Markets is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- **Manufacturers and merchants of packaging and packaging materials** made out of board, paper, metal, plastic, glass and wood
- **Packaging Industry:** Food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
- **Suppliers:** Core and label manufacturers, logistics firms, contract packagers, HR and management consultancies, software firms, insurance companies, associations

DIGITAL | Formats and prices



Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

*Rotation placement.

Other options available on request.

Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de

Cross-media - Print and digital

Combine your placements in both **EUWID Verpackung** and **EUWID Packaging Markets** enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100 % target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 7224 9397 169

EUWID VERPACKUNG

www.euwid-verpackung.de

25.2021 | Jahrgang 95

INHALT

Markt für Standardkunststoffe kühlt im Juni ab: Fallende Preise und steigendes Angebot

Importe gewinnen an Dynamik / PVC und Polypropylen weiterhin knapp

Neste und LyondellBasell: Langfristige Kooperation zur Produktion biobasierter Polymere

EUWID WIR MACHEN MÄRKTE TRANSPARENT

CLEVERE HÜLSEN FÜR SMARTE WICKELPROZESSE

WASSER UND ABWASSER

25th year's issue 2022

The leading trade publication for the German water sector

EUWID Wasser und Abwasser informs decision-makers and executives from industry, public water utilities, service providers and engineering offices. They use our information to gain an overview of developments in the water supply and wastewater treatment business.

They all value our printed edition and are increasingly going online to use our digital offerings.

Our reporting includes political, legal and business aspects - making it THE information and discussion platform for the German water sector.

Placing an advertisement in this editorial environment guarantees that you will stand out from the crowd.

PRINT

Average print circulation: 650 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 90 %
other European countries 10 %

Published weekly on Tuesdays, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-wasser.de

Page impressions per month: 10,051

Newsletter subscribers: 393

Social media contacts: 2,391

680 141 1,267 303

TOPICS

Successful decision-makers and experts from the water sector and their suppliers and service providers use the information that they read in **EUWID Wasser und Abwasser** in their professional environment.

Key topics:

- The latest news about industry developments and trends.
- Legislation at state and federal level and at European level. Positions taken by authorities, parties, associations and companies involved.
- News about national and international businesses, positions adopted by European umbrella organisations and trends in EU member states and around the globe.
- Comprehensive reporting on case law from German and European courts. Verdicts and rulings at all stages of court proceedings.
- International developments in the industry.

EUWID Wasser und Abwasser features information about companies and markets, political developments at the regional, national and European level in all areas relevant to the water sector, the latest legal rulings and new technologies and products.

Includes:

- Comprehensive reporting in the core areas of drinking water supply, wastewater capture, wastewater purification, flood protection and energy use of drinking water and wastewater.
- An extensive news section with financial results, mergers, corporate partnerships, association news and market studies.
- A legal section with the latest court rulings on water and wastewater and procurement.
- A policy section addressing relevant national and European laws.
- New technologies, processes and solutions and new research projects.

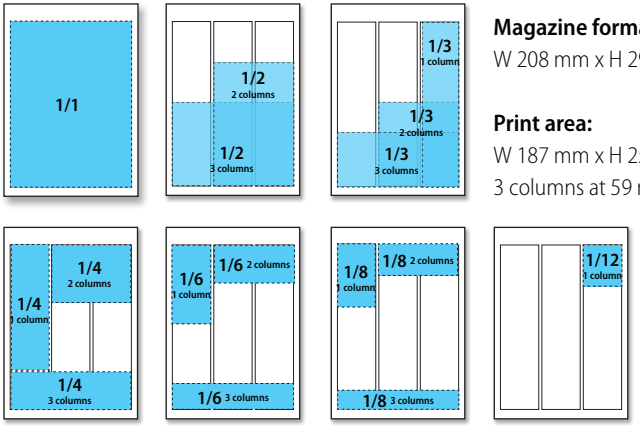
TARGET GROUP / READERSHIP

EUWID Wasser und Abwasser is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Public water suppliers and wastewater treatment utilities
- Private water suppliers and wastewater treatment companies
- Industry
- Service providers
- Administrations
- Associations

PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126 123 x 193	187 x 84 123 x 127 59 x 256	187 x 62 123 x 95 59 x 195	187 x 40 123 x 62 59 x 128	187 x 30 123 x 50 59 x 100	59 x 65
b/w (€)	1,220.-	680.-	450.-	340.-	225.-	170.-	115.-
4 colours (€)	2,120.-	1,280.-	900.-	790.-	585.-	455.-	400.-



Magazine format:
W 208 mm x H 297 mm

Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

Technical details

Data delivery
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Inserts
Maximum format A4, up to a maximum of 25 g € 380 flat rate € 380.

Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-wasser.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.

DIGITAL | Formats and prices

Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

*Rotation placement.

Other options available on request.

DIGITAL | Technical details

File formats

File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad

On request.

Sending files by e-mail

E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de

EUWID Wasser und Abwasser – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

PRINT

Print circulation: 650 copies

EUWID Wasser und Abwasser is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

An average of 10,051 page impressions per month at www.euwid-wasser.de
Price for placing a job advertisement at www.euwid-wasser.de € 200 per week.

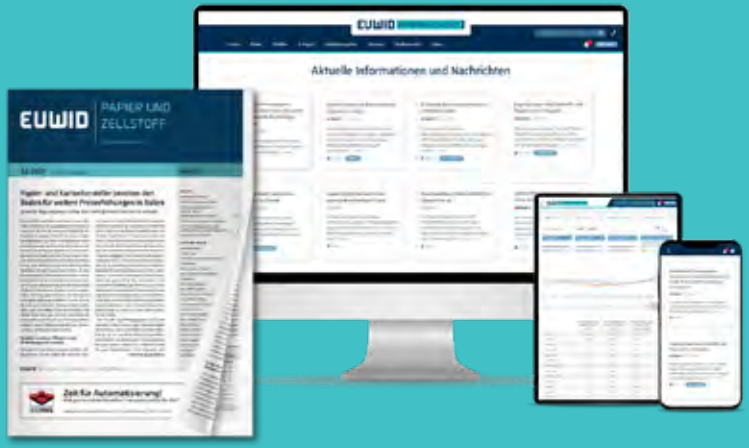
Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-wasser.de/stellenmarkt: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 390 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.

PAPIER UND ZELLSTOFF

96th year's issue 2022



The market compass for the pulp and paper industry

EUWID Papier und Zellstoff reporting focuses on summing up developments in the European pulp and paper market. Industry executives and decision-makers count on price mirrors and market reports in EUWID Papier und Zellstoff to guide their business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector.

Placing an advertisement in this editorial environment is sure to grab attention.

PRINT

Average print circulation: 1,220 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 75 %
other European countries 25 %

Published weekly on Wednesdays, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-papier.de

Page impressions per month: 70,680

Newsletter subscribers: 518

Social media contacts: 4,632

2,259 248 2,125

TOPICS

Managers and executives from the pulp and paper sector count on **EUWID Paper und Zellstoff**. It's the publication where they know they will find relevant news and the latest developments in the industry that serve as the basis for their business decisions.

Key topics:

- Latest prices for all key paper grades and their upstream products.
- Market data, news, analysis and perspectives.
- Market reporting focusing on Germany, France, the UK, Italy and Poland.
- Capacity changes, acquisitions, divestments and financial results from the pulp and paper industry with a focus on Europe, but also the entire globe.
- Investment projects pursued by all key companies.

EUWID Papier und Zellstoff casts the spotlight on markets for key paper grades and upstream products in Germany, France, the UK, Italy and Poland, publishing market reports and price tables at regular intervals.

Frequency of market reports and price tables

	Paper	Board	Raw materials	Auxiliary materials
Monthly	Graphic paper Publication paper Packaging paper	Cartonboard	Pulp: Softwood pulp Hardwood pulp Hardwood BCTMP Recovered paper	
Quarterly	Label paper Sack kraft paper Envelope paper Kraft packaging paper	Coreboard	Sanding wood Sawmill residue Wood chips	Native starches Caustic soda Titanium dioxide

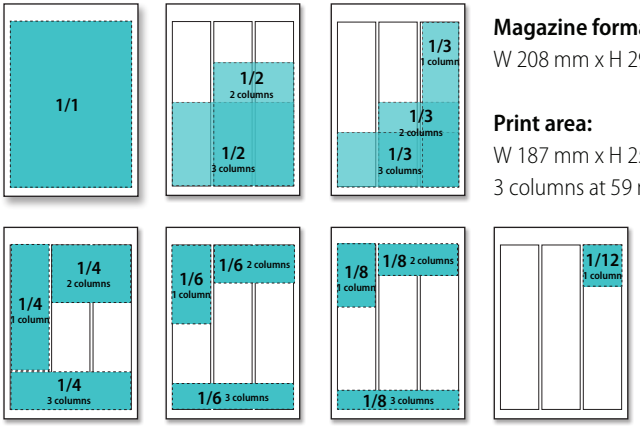
TARGET GROUP / READERSHIP

EUWID Papier und Zellstoff is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Manufacturing, converting and/or wholesale trading in paper and paper products
- Printers and publishers
- Supplier industry
- Service providers in the areas of transportation and logistics, HR and management consultancies, software firms, insurance companies, associations
- Packaging industry: Food and beverages, chemicals, pharmaceuticals, cosmetics, non-food

PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,490.-	860.-	540.-	430.-	270.-	215.-	135.-
4 colours (€)	2,390.-	1,460.-	990.-	880.-	630.-	500.-	420.-



Magazine format:
W 208 mm x H 297 mm

Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

Technical details

Data delivery
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Inserts
Maximum format A4, up to a maximum of 25 g flat rate € 380 per thousand. International shipping: plus postage € 50.

Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-papier.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.

DIGITAL | Formats and prices

Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

*Rotation placement.

Other options available on request.

DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

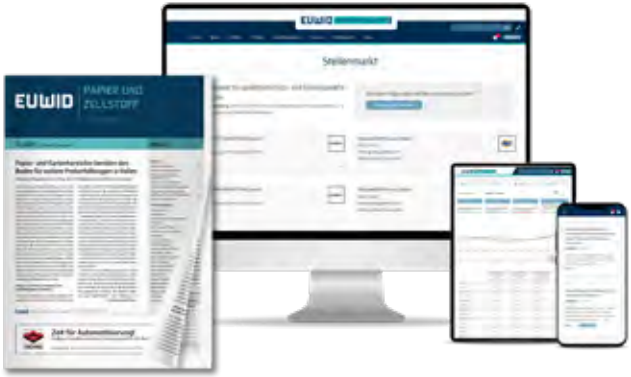
Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de



EUWID Papier und Zellstoff – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

PRINT

Print circulation: 1,220 copies

EUWID Papier und Zellstoff is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

An average of 70,680 page impressions per month at www.euwid-papier.de
Price for placing a job advertisement at www.euwid-papier.de € 200 per week.

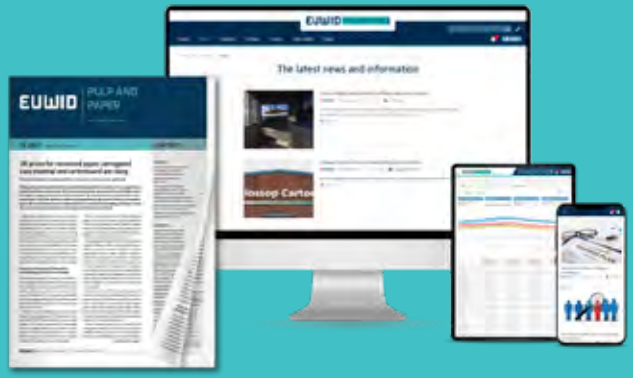
Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-papier.de/stellenmarkt: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 510 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.

PULP AND PAPER

42nd year's issue 2022



The market compass for Europe's pulp and paper industry

Our English-language publication EUWID Pulp and Paper focuses its reporting on summing up developments in the European pulp and paper market. Industry executives and decision-makers count on price mirrors and market reports in EUWID Pulp and Paper to guide their business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Our reporting concentrates on companies and markets in Germany, France, the UK, Italy and Poland.

Placing an advertisement in this editorial environment is sure to grab attention.

PRINT

Average print circulation: 580 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Europa 90 %
Rest of the world 10 %

Published weekly on Wednesdays
Deadline: 8 days before publication

DIGITAL

www.euwid-paper.com

Page impressions per month: 69,785

Newsletter subscribers: 316

Social media contacts: 4,980

177 4,028 775

TOPICS

Managers and executives from the pulp and paper sector count on our English-language publication **EUWID Pulp and Paper**. It's the publication where they know they will find relevant news and the latest developments in the industry that serve as the basis for their business decisions.

Key topics:

- Latest prices for all key paper grades and their upstream products.
- Market data, news, analysis and perspectives.
- Market reporting focusing on Germany, France, the UK, Italy and Poland.
- Capacity changes, acquisitions, divestments and financial results from the pulp and paper industry with a focus on Europe, but also the entire globe.
- Investment projects pursued by all key companies.

Fibre
Cartons
Corrugated case material
Tissue
Fine paper
Starch
Price reporting
Packaging
Pulp
Publication paper
Energy and renewables
Kraft paper
Pressspiegel
Cartonboard
Fibrewood
Circular economy
Mergers and acquisitions
Insolvency proceedings
Nonwovens
Caustic soda
Label paper
Decor paper
Packaging paper and board

EUWID Pulp and Paper examines markets for key paper grades and raw materials in Germany, France, the UK, Italy and Poland, publishing market reports and price tables at regular intervals:

Frequency of market reports and price tables

	Paper	Board	Raw materials	Auxiliary materials
Monthly	Graphic paper Publication paper Packaging paper	Cartonboard	Pulp: Softwood pulp Hardwood pulp Hardwood BCTMP Recovered paper	
Quarterly	Label paper Sack kraft paper Envelope paper Kraft packaging paper	Coreboard	Sanding wood Sawmill residue Wood chips	Native starches Caustic soda Titanium dioxide

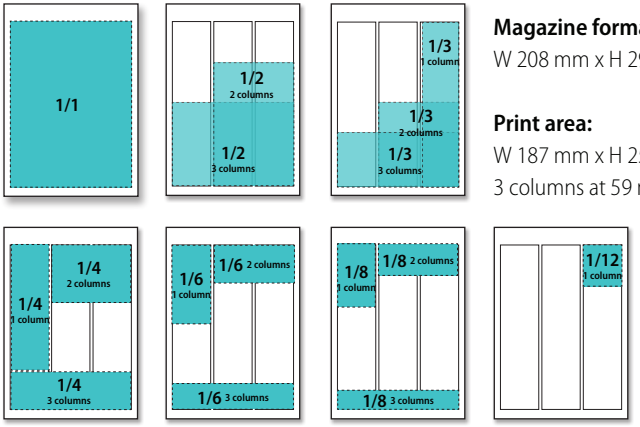
TARGET GROUP / READERSHIP

EUWID Pulp and Paper is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Manufacturing, converting and/or wholesale trading in paper and paper products
- Supplier industry
- Service providers in the areas of transportation and logistics, HR and management consultancies, software firms, insurance companies, associations

PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126 123 x 193	187 x 84 123 x 127 59 x 256	187 x 62 123 x 95 59 x 195	187 x 40 123 x 62 59 x 128	187 x 30 123 x 50 59 x 100	59 x 65
b/w (€)	1.150.-	640.-	420.-	320.-	210.-	160.-	105.-
4 colours (€)	2,050.-	1,240.-	870.-	770.-	570.-	445.-	390.-



Magazine format:
W 208 mm x H 297 mm

Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

Technical details

Data delivery
Colour profile Euroscale uncoated (CMYK);
Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Inserts
Maximum format A4, up to a maximum of 25 g flat rate € 380. International shipping: plus postage € 75.

Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-paper.com/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.

DIGITAL | Formats and prices

Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

*Rotation placement.

Other options available on request.

DIGITAL | Technical details

File formats

File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad

On request.

Sending files by e-mail

E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de

Cross-media - Print and digital

Combine your placements in both **EUWID Papier und Zellstoff** and **EUWID Pulp and Paper** and enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100 % target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 7224 9397 169

HOLZ UND MÖBEL

96th year's issue 2022

The comprehensive source of information for the wood and furniture industry

Successful industry decision-makers trust in the information they find in **EUWID Holz und Möbel** to get a quick overview of relevant developments on the market. Our editorial team undertakes in-depth, international research and distills news down to the main facts. Our reporting is independent and objective.

EUWID Holz und Möbel offers a high-quality editorial environment to place your successful advertisement. You are sure to grab attention here.

Our readers value our printed edition and stay constantly up to date with our digital information services delving into the latest industry trends.

PRINT

Average print circulation: 1,520 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 75 %
other European countries 25 %

Published weekly on Thursday, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-holz.de
www.euwid-moebel.de

Page impressions per month: 119,784

Newsletter subscribers: 551

TOPICS

EUWID Holz und Möbel offers managing directors and executives the latest, often exclusive information from the entire wood and wood-based panel sector, the building product and furniture sector and the trade. Our publication delivers an overview of developments in Germany, Austria and Switzerland, the rest of Europe, Russia, North and South America, Africa and the Asia-Pacific region.

Key topics:

- Regular price mirrors and market reporting on logs and lumber, sawmilling residues, wood products and wood-based panels, surface materials, building products and furniture.
- Domestic and foreign production and sales statistics.
- Foreign trade statistics.
- Industry overviews.
- Company news (financial reports, investments, mergers and acquisitions and insolvency filings).

EUWID Holz und Möbel covers markets in Central Europe, Eastern Europe, North America and Asia, publishing market reports and price tables at regular intervals.

Key market reports and price tables at a glance

Wood-based panels	Surfaces	Building products	Wood products	Sawmilling residues	Roundwood and lumber	Industrial timber	Furniture
Particle board MDF/HDF OSB Elliotis pine plywood Asian plywood	Decor paper	Finished parquet Laminate flooring	Window scantlings Structural timber Gluelam timber Pallets Pellets	Debarked wood chips Debarked sawmilling residues TMP wood chips	Softwood logs Hardwood logs Softwood lumber Hardwood lumber	Pulpwood Softwood industrial timber	Flat-pack furniture Bedroom furniture Living room furniture Kitchen furniture Bathroom furniture Office furniture Upholstered furniture

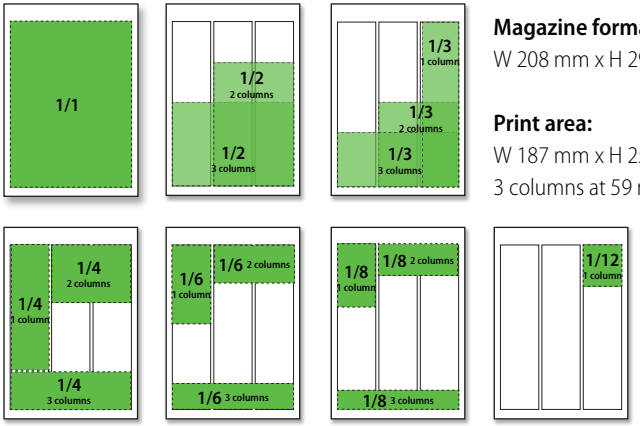
TARGET GROUP / READERSHIP

EUWID Holz und Möbel is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Woodworking, wood processing, furniture industry
- Wood-based panels: manufacturers of particleboard, MDF/HDF, OSB, plywood
- Wood products: producers of pellets, laminate flooring, parquet, window scantlings and pallets
- Timber trade, furniture trade
- Forestry sector
- Service providers
- Machinery builders
- Supplier industry: adhesive and impregnating resins, methanol, Melamine, decor paper

PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,490.-	860.-	540.-	430.-	270.,-	215.-	110.-
4 colours (€)	2,390.-	1,460.-	990.-	880.-	630.-	500.-	395.-



Magazine format:
W 208 mm x H 297 mm

Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

Technical details

Data delivery
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Inserts
Maximum format A4, up to a maximum of 25 g € 380 per thousand. International shipping: plus postage € 50.

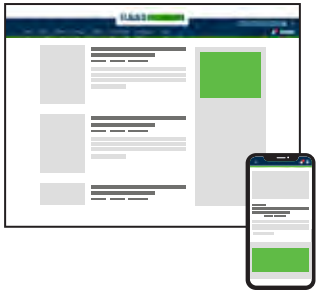
Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-holz.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.

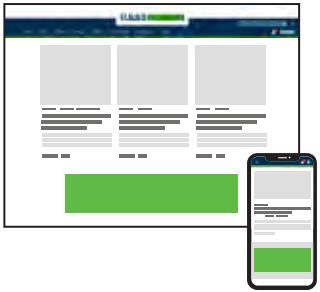
DIGITAL | Formats and prices



Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

*Rotation placement.

Other options available on request.

DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de

EUWID Holz und Möbel – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

PRINT

Print circulation: 1,520 copies

EUWID Holz und Möbel is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

An average of 119,784 Page Impressions per month at www.euwid-holz.de and www.euwid-moebel.de. Price for placing a job advertisement at www.euwid-holz.de € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-holz.de/stellenmarkt and www.euwid-moebel.de: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 550 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.

WOOD PRODUCTS AND PANELS

96th year's issue 2022

Our English-language publication **EUWID Wood Products and Panels** recaps developments on international markets for wood products and panels. Industry managers and executives count on price mirrors and market reports in EUWID Wood Panels to help them take business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Our reporting concentrates on companies and markets in Central and Eastern Europe, North America and Asia.

Placing an advertisement in this editorial environment is sure to grab attention.

PRINT

Average print circulation: 380 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Europa 86 %
Rest of the world 14 %

Published weekly on Wednesdays
Deadline: 8 days before publication

DIGITAL

www.euwid-wood-products.com

Page impressions per month: 21,856

Newsletter subscribers: 278

TOPICS

EUWID Wood Products and Panels offers managing directors and executives the latest, often exclusive information from the entire wood and wood-based panel sector, the building product and furniture sector and the trade. Our publication delivers an overview of developments in Germany, Austria and Switzerland, the rest of Europe, Russia, North and South America, Africa and the Asia-Pacific region.

Key topics:

- Regular price mirrors and market reporting on logs and lumber, sawmilling residues, wood products and wood-based panels, surface materials, building products and furniture.
- Domestic and foreign production and sales statistics.
- Foreign trade statistics.
- Industry overviews.
- Company news (financial reports, investments, mergers and acquisitions and insolvency filings).

EUWID Wood Products and Panels casts a spotlight on markets in Central Europe, Eastern Europe, North America and Asia, publishing market reports and price tables at regular intervals.

Key market reports and price tables at a glance

Wood-based panels	Wood products	Sawmilling residues	Roundwood and lumber
Particle board MDF/HDF OSB Elliotis pine plywood Asian plywood	Window scantlings Structural timber Gluelam timber Pallets	Debarked wood chips Debarked sawmilling residues TMP wood chips	Softwood logs Hardwood logs Softwood lumber

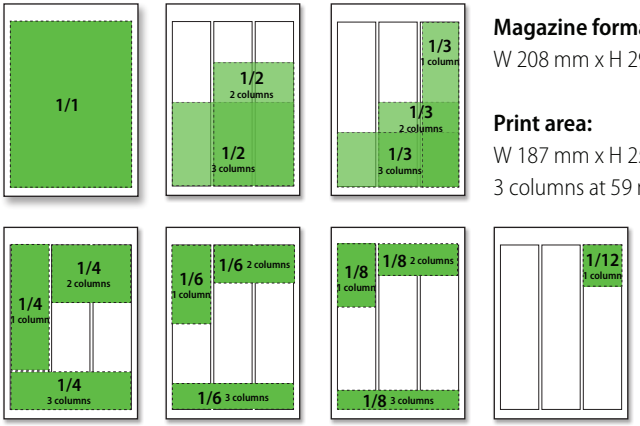
TARGET GROUP / READERSHIP

EUWID Wood Products and Panels is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Woodworking, wood processing, furniture industry
- Wood-based panels: manufacturers of particleboard, MDF/HDF, OSB, plywood
- Wood products: producers of pellets, laminate flooring, parquet, window scantlings and pallets
- Timber trade
- Forestry trade
- Service providers
- Machinery builders
- Supplier industry: adhesive and impregnating resins, methanol, Melamine, decor paper

PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126 123 x 193	187 x 84 123 x 127 59 x 256	187 x 62 123 x 95 59 x 195	187 x 40 123 x 62 59 x 128	187 x 30 123 x 50 59 x 100	59 x 65
b/w (€)	1,150.-	640.-	420.-	320.-	210.-	160.-	105.-
4 colours (€)	2,050.-	1,240.-	870.-	770.-	570.-	445.-	390.-



Magazine format:
W 208 mm x H 297 mm

Print area:
W 187 mm x H 256 mm
3 columns at 59 mm

Technical details

Data delivery
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

Inserts
Maximum format A4, up to a maximum of 25 g € 380 per thousand. International shipping: plus postage € 50.

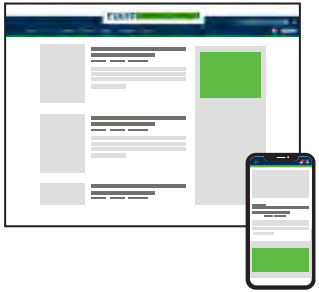
Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-holz.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.

DIGITAL | Formats and prices



Medium rectangle*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Content ad*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Video ad*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

*Rotation placement.

Other options available on request.

DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales

Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales

Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management

Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de

Cross-media - Print and digital

Combine your placements in both **EUWID Holz und Möbel** and **EUWID Wood Products and Panels** and enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100 % target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 7224 9397 169

CROSS-MEDIA
ADVERTISING

CROSS-MEDIA ADVERTISING

Combine print and digital and increase the advertising impact of your campaign

Our special offer for our new customers:

Place three advertisements at the price of two in the printed edition and enjoy a banner advertisement for four weeks at the price of two weeks on an EUWID website of your choosing during the same period.

SUCCESSFUL ADVERTISING WITH CROSS-MEDIA CAMPAIGNS

The ideal addition to your print ad: advertise online on EUWID websites.

Use the strengths of both medias to reach new target audiences.

Your advantages of combining both print and online advertising:

- increased coverage
- measurable success (more traffic to your website)
- less waste
- link to your own customers' websites

EUWID

THE RIGHT PLATFORM FOR YOUR MESSAGE

As a reliable and independent information manager, EUWID targets decision-makers in several sectors in Germany and abroad through its printed and online publications:

RECYCLING UND ENTSORGUNG	www.euwid-recycling.de
RECYCLING AND WASTE MANAGEMENT	www.euwid-recycling.com
VERPACKUNG	www.euwid-verpackung.de
PACKAGING MARKETS	www.euwid-packaging.com
WASSER UND ABWASSER	www.euwid-wasser.de
PAPIER UND ZELLSTOFF	www.euwid-papier.de
PULP AND PAPER	www.euwid-paper.com
HOLZ UND MÖBEL	www.euwid-holz.de
WOOD PRODUCTS AND PANELS	www.euwid-wood-products.com

Harness this reach to spread your advertising message

A broad range of different advertising opportunities in print and online offers the perfect communication method for your advertising.

Choose from:

- **Print advertisement**
- **Inserts**
- **Banner advertisement**
- **Job market**

and combine our different publications according to your requirements. We would be happy to assist you in making your selection.

EUWID

MAKING MARKETS TRANSPARENT.

EUWID Europäischer Wirtschaftsdienst GmbH | Bleichstr. 20-22, 76593 Gernsbach, Germany | www.euwid.de
Phone: +49 7224 9397-0 | Fax: +49 7224 9397 906 | E-mail: info@euwid.de